

**WSOC-TV**

WSOC-TV  
P.O. Box 37001  
Charlotte, NC 28237  
ph: (704) 335-4800  
fx: (704) 335-4960

**Advertiser** POL/R PITTENGER/R/CON/NC (16652)  
**Agency** Innovative Advertising (2144)  
**Buyer** GUERRA, HEIDI  
**Salesperson** Telerep/Philadelphia, Philadelphia (1057)  
ph: (555) 555-5555

**Product** Political (1065)  
**Brand** 986 CONGRESS (138157)  
**Acct Types** National/Political  
**Est/Headline** 986/06344257

**Demo**  
**Revision**  
**Comments** PITTENGER FOR CONG  
\*\*\*\*\* THIS IS A CASH IN ADVANCE

**Invoice** 645598  
**Inv Date** 10/28/2012  
**Terms** Net 30  
**Contract** 333596  
**Bill Type** Standard  
**Period** 10/1/2012 - 10/28/2012

**CO-OP/Order Type** No/Normal  
**Package**  
**Gen. Date** 10/31/2012 11:32:50AM

**Innovative Advertising**  
403 North Columbia Street  
Covington, LA 70433

AgM

Charlotte (WSOC)

**DUPLICATE INVOICE**

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.0	Spot	5:00:00AM- 6:00:00AM	Per week (4), Mo, Tu, We, Th, Fr	10/23/12 5:29AM (Tu)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	HD09PITTENGER	\$425.00	
1.0	Spot	5:00:00AM- 6:00:00AM	Per week (4), Mo, Tu, We, Th, Fr	10/24/12 5:24AM (We)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	HD09PITTENGER	\$425.00	
1.0	Spot	5:00:00AM- 6:00:00AM	Per week (4), Mo, Tu, We, Th, Fr	10/25/12 5:08AM (Th)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	HD09PITTENGER	\$425.00	
1.0	Spot	5:00:00AM- 6:00:00AM	Per week (4), Mo, Tu, We, Th, Fr	10/26/12 5:13AM (Fr)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	HD09PITTENGER	\$425.00	
4.1	Spot			10/22/12		4 preempts @ \$725.00		\$0.00	Advertiser Instructions
7.0	Spot	12:00:00PM- 1:00:00PM	Per week (4), Mo, Tu, We, Th, Fr	10/23/12 12:24PM (Tu)	00:30	EYEWITNESS NEWS 12P	HD09PITTENGER	\$375.00	
7.0	Spot	12:00:00PM- 1:00:00PM	Per week (4), Mo, Tu, We, Th, Fr	10/24/12 12:58PM (We)	00:30	EYEWITNESS NEWS 12P	HD09PITTENGER	\$375.00	
7.0	Spot	12:00:00PM- 1:00:00PM	Per week (4), Mo, Tu, We, Th, Fr	10/25/12 12:38PM (Th)	00:30	EYEWITNESS NEWS 12P	HD09PITTENGER	\$375.00	
7.0	Spot	12:00:00PM- 1:00:00PM	Per week (4), Mo, Tu, We, Th, Fr	10/26/12 12:43PM (Fr)	00:30	EYEWITNESS NEWS 12P	HD09PITTENGER	\$375.00	
10.1	Spot			10/22/12		4 preempts @ \$900.00		\$0.00	Advertiser Instructions
13.1	Spot			10/22/12		4 preempts @ \$850.00		\$0.00	Advertiser Instructions
19.0	Spot	10:00:00PM-11:00:00PM	Day, W-1	10/24/12 10:44PM (We)	00:30	NASHVILLE	HD09PITTENGER	\$4300.00	
20.0	Spot	8:00:00PM-11:30:00PM	Day, Sa-1	10/27/12 10:29PM (Sa)	00:30	Saturday Night Football	HD09PITTENGER	\$2500.00	
21.1	Spot			10/22/12		4 preempts @ \$1000.00		\$0.00	Advertiser Instructions
23.1	Spot	6:00:00AM- 7:00:00AM	Day, Su-1	10/28/12 6:39AM (Su)	00:30	EYEWITNESS NEWS SUNDAY 6-8A	HD09PITTENGER	\$275.00	
24.1	Spot	7:00:00AM- 8:00:00AM	Day, Su-1	10/28/12 7:38AM (Su)	00:30	EYEWITNESS NEWS SUNDAY 6-8A	HD09PITTENGER	\$300.00	
25.1	Spot	8:00:00AM- 9:00:00AM	Day, Su-1	10/28/12 8:55AM (Su)	00:30	GOOD MORNING AMERICA SUNDAY	HD09PITTENGER	\$800.00	
26.0	Spot	6:00:00PM- 6:30:00PM	Day, Su-1	10/28/12 5:59PM (Su)	00:30	EYEWITNESS NEWS 6P SA-SU	HD09PITTENGER	\$700.00	
27.0	Spot	7:00:00AM- 9:00:00AM	Per week (4), Tu, We, Th, Fr	10/23/12 8:49AM (Tu)	00:30	GOOD MORNING AMERICA M-F 8A-9A	HD09PITTENGER	\$1075.00	
27.0	Spot	7:00:00AM- 9:00:00AM	Per week (4), Tu, We, Th, Fr	10/24/12 8:49AM (We)	00:30	GOOD MORNING AMERICA M-F 8A-9A	HD09PITTENGER	\$1075.00	
27.0	Spot	7:00:00AM- 9:00:00AM	Per week (4), Tu, We, Th, Fr	10/25/12 8:54AM (Th)	00:30	GOOD MORNING AMERICA M-F 8A-9A	HD09PITTENGER	\$1075.00	
27.0	Spot	7:00:00AM- 9:00:00AM	Per week (4), Tu, We, Th, Fr	10/26/12 8:55AM (Fr)	00:30	GOOD MORNING AMERICA M-F 8A-9A	HD09PITTENGER	\$1075.00	
28.0	Spot	5:00:00PM- 5:30:00PM	Per week (4), Tu, We, Th, Fr	10/23/12 5:23PM (Tu)	00:30	EYEWITNESS NEWS 5P	HD09PITTENGER	\$1200.00	
28.0	Spot	5:00:00PM- 5:30:00PM	Per week (4), Tu, We, Th, Fr	10/24/12 5:28PM (We)	00:30	EYEWITNESS NEWS 5P	HD09PITTENGER	\$1200.00	
28.0	Spot	5:00:00PM- 5:30:00PM	Per week (4), Tu, We, Th, Fr	10/25/12 5:24PM (Th)	00:30	EYEWITNESS NEWS 5P	HD09PITTENGER	\$1200.00	
28.0	Spot	5:00:00PM- 5:30:00PM	Per week (4), Tu, We, Th, Fr	10/26/12 5:23PM (Fr)	00:30	EYEWITNESS NEWS 5P	HD09PITTENGER	\$1200.00	
29.0	Spot	7:30:00PM- 7:56:00PM	Day, Tu-1, W-1, Th-1, F-1	10/23/12 7:41PM (Tu)	00:30	ENTERTAINMENT TONIGHT	HD09PITTENGER	\$1600.00	
29.0	Spot	7:30:00PM- 7:56:00PM	Day, Tu-1, W-1, Th-1, F-1	10/24/12 7:49PM (We)	00:30	ENTERTAINMENT TONIGHT	HD09PITTENGER	\$1600.00	
29.0	Spot	7:30:00PM- 7:56:00PM	Day, Tu-1, W-1, Th-1, F-1	10/25/12 7:58PM (Th)	00:30	LAST RESORT	HD09PITTENGER	\$1600.00	
29.0	Spot	7:30:00PM- 7:56:00PM	Day, Tu-1, W-1, Th-1, F-1	10/26/12 7:41PM (Fr)	00:30	ENTERTAINMENT TONIGHT	HD09PITTENGER	\$1600.00	
30.0	Spot	11:00:00PM-11:35:00PM	Per week (4), Mo, Tu, We, Th, Fr	10/23/12 11:23PM (Tu)	00:30	EYEWITNESS NEWS 11P M-SU	HD09PITTENGER	\$925.00	
30.0	Spot	11:00:00PM-11:35:00PM	Per week (4), Mo, Tu, We, Th, Fr	10/24/12 11:23PM (We)	00:30	EYEWITNESS NEWS 11P M-SU	HD09PITTENGER	\$925.00	
30.0	Spot	11:00:00PM-11:35:00PM	Per week (4), Mo, Tu, We, Th, Fr	10/25/12 11:32PM (Th)	00:30	EYEWITNESS NEWS 11P M-SU	HD09PITTENGER	\$925.00	
30.0	Spot	11:00:00PM-11:35:00PM	Per week (4), Mo, Tu, We, Th, Fr	10/26/12 11:26PM (Fr)	00:30	EYEWITNESS NEWS 11P M-SU	HD09PITTENGER	\$925.00	

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.

Gross Total	\$31,275.00	Total Spots	30
Commission	(\$4,691.25)		
Net Total	\$26,583.75		